

ORDER



Orders
Order / Rev: 705301
Alt Order #: 06267278
Product Desc: NRCC-IE 2012
Estimate: 2954
Flight Dates: 10/19/12 - 10/25/12
Original Date / Rev: 08/08/12 / 10/05/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: National Media Research Planning/ PC
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: NRCC-IE
Demographic: A35+
Product Codes: PL-State/Local,IS-Issue/Non
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/25/12	39	\$58,850.00	\$50,022.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	39	\$58,850.00	\$50,022.50	0.00
Totals	39	\$58,850.00	\$50,022.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/19/12	10/19/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			1			\$3,000.00		0.00			
E 2	WKYC	10/19/12	10/19/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			1			\$1,300.00		0.00			
E 3	WKYC	10/19/12	10/19/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			1			\$800.00		0.00			
E 4	WKYC	10/19/12	10/19/12	M-F 430a-5a 430a News	CM	430a-5a	----F--	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			1			\$300.00		0.00			
E 5	WKYC	10/19/12	10/19/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			1			\$850.00		0.00			

Order / Rev: 705301
 Alt Order #: 06267278
 Flight Dates: 10/19/12 - 10/25/12

Advertiser: NRCC-IE
 Product Desc: NRCC-IE 2012
 Estimate: 2954

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WKYC	10/19/12	10/19/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,400.00		0.00						
E 7	WKYC	10/19/12	10/19/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,800.00		0.00						
E 8	WKYC	10/22/12	10/22/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,300.00		0.00						
E 9	WKYC	10/22/12	10/22/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$800.00		0.00						
E 10	WKYC	10/22/12	10/22/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$300.00		0.00						
E 11	WKYC	10/22/12	10/22/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$850.00		0.00						
E 12	WKYC	10/22/12	10/22/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,400.00		0.00						
E 13	WKYC	10/22/12	10/22/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,800.00		0.00						
E 14	WKYC	10/22/12	10/22/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$10,000.00		0.00						
E 15	WKYC	10/20/12	10/20/12	Sat 11-1135p LN SAT	CM	11-1130p	-----S-	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$3,000.00		0.00						
E 16	WKYC	10/20/12	10/20/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	2	\$2,500.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$2,500.00		0.00						

Advertiser:	NRCC-IE
Product Desc:	NRCC-IE 2012
Estimate:	2954

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WKYC	10/20/12	10/20/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	2	\$2,500.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1				\$2,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKYC	10/15/12-10/21/12		Sat 6-630p		6-630p	-----Sa--	:30		(\$2,500.00)		0.00	NM		
See MG 16.2, 16.3															
[Prgm Change] notre dame															
2	WKYC	10/20/12-10/20/12		Notre Dame Football		Notre Dame Footb	-----Sa--	:30		\$2,000.00		0.00	NM		
Ⓜ MG for 16.1 10/20															
3	WKYC	10/19/12-10/19/12		Days of Our Lives		1p-2p	-----F----	:30		\$500.00		0.00	NM		
Ⓜ MG for 16.1 10/20															
E 17	WKYC	10/20/12	10/20/12	Sat 730-8p Sat 730-8P	CM	730-8p	-----S-	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
CASH EXPLOSION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1				\$800.00		0.00			
E 18	WKYC	10/21/12	10/21/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
CH3 NWS@6 WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1				\$2,500.00		0.00			
E 19	WKYC	10/21/12	10/21/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
CH3 SU MRN NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1				\$1,800.00		0.00			
E 20	WKYC	10/25/12	10/25/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1				\$1,300.00		0.00			
E 21	WKYC	10/25/12	10/25/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---T---	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1				\$800.00		0.00			
E 22	WKYC	10/25/12	10/25/12	M-F 430a-5a 430a News	CM	430a-5a	---T---	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1				\$300.00		0.00			
E 23	WKYC	10/25/12	10/25/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1				\$850.00		0.00			
E 24	WKYC	10/25/12	10/25/12	M-F 5-6p Dr. Phil	CM	5p-6p	---T---	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 705301
 Alt Order #: 06267278
 Flight Dates: 10/19/12 - 10/25/12

Advertiser: NRCC-IE
 Product Desc: NRCC-IE 2012
 Estimate: 2954

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 26	WKYC	10/23/12	10/23/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	-T-----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,300.00		0.00						
E 27	WKYC	10/23/12	10/23/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-T-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$800.00		0.00						
E 28	WKYC	10/23/12	10/23/12	M-F 430a-5a 430a News	CM	430a-5a	-T-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$300.00		0.00						
E 29	WKYC	10/23/12	10/23/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$850.00		0.00						
E 30	WKYC	10/23/12	10/23/12	M-F 5-6p Dr. Phil	CM	5p-6p	-T-----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,400.00		0.00						
E 31	WKYC	10/23/12	10/23/12	M-F 7-9a Today Today Show	CM	7a-9a	-T-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,800.00		0.00						
E 32	WKYC	10/24/12	10/24/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--W----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$3,000.00		0.00						
E 33	WKYC	10/24/12	10/24/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$1,300.00		0.00						
E 34	WKYC	10/24/12	10/24/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--W----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$800.00		0.00						
E 35	WKYC	10/24/12	10/24/12	M-F 430a-5a 430a News	CM	430a-5a	--W----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$300.00		0.00						
E 36	WKYC	10/24/12	10/24/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--W----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$850.00		0.00						
E 37	WKYC	10/24/12	10/24/12	M-F 5-6p Dr. Phil	CM	5p-6p	--W----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$1,400.00		0.00						
E 38	WKYC	10/24/12	10/24/12		CM	7a-9a	--W----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00

Order / Rev: 705301
Alt Order #: 06267278
Flight Dates: 10/19/12 - 10/25/12

Advertiser: NRCC-IE
Product Desc: NRCC-IE 2012
Estimate: 2954

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7-9a Today											
				Today Show											
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	--W----		1				\$1,800.00		0.00			
													Totals	39	\$58,850.00